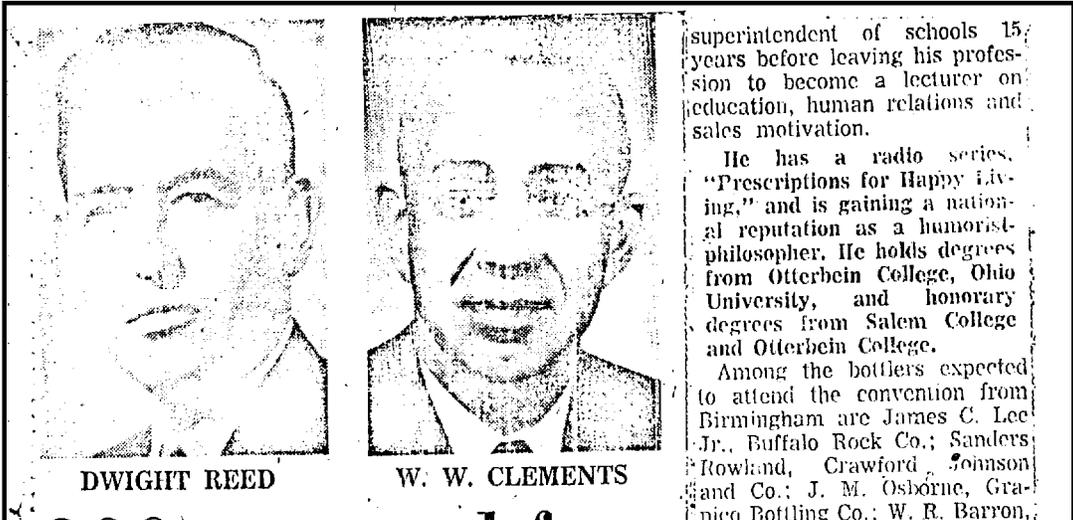


BIRMINGHAM, ALA.
NEWS

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FEB 10 1965

CPYRGHT



DWIGHT REED

W. W. CLEMENTS

superintendent of schools 15 years before leaving his profession to become a lecturer on education, human relations and sales motivation.

He has a radio series, "Prescriptions for Happy Living," and is gaining a national reputation as a humorist-philosopher. He holds degrees from Otterbein College, Ohio University, and honorary degrees from Salem College and Otterbein College.

Among the bottlers expected to attend the convention from Birmingham are James C. Lee Jr., Buffalo Rock Co.; Sanders Rowland, Crawford, Johnson and Co.; J. M. Osborne, Granico Bottling Co.; W. R. Barron, Top Cola Bottling Co.; James G. Pearce, Royal Crown Bottling Co.; Salem Resha, Seven-Up Bottling Co.; and DeWitt Cross, Try-Me Bottling Co.

300 expected for bottlers convention

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More than 300 bottlers are expected to attend the 46th annual convention of the Alabama Bottlers Association at the Tutwiler Hotel Sunday and Monday, according to George E. Turner Jr., Luverne Pepsi Cola bottler and president of the association.

In addition to business sessions, which will occupy much of the two-day session, there will be some top speakers, including Dwight C. Reed, assistant executive vice president of the American Bottlers of Carbonated Beverages; Woodrow W. Clements, vice president of marketing for the Dr. Pepper Co., and Dr. Carl C. Byers, General Motors, guest lecturer.

Reed and Clements both have ties with Alabama. Following five years active duty in the U.S. Air Force, Reed went into the steel industry in Birmingham. Before his affiliation with the American Bottlers of Carbonated Beverages in 1958, he was with the Central Intelligence Agency, graduate of the University of Colorado.

Clements is a native of Tuscaloosa County and received his education at Howard College and the University of Alabama. After earning his degree at the University, he joined Dr. Pepper Co. in Tuscaloosa as a route salesman, moving up to zone manager, sales promotion manager, general sales manager, and was elected vice president-marketing in 1957.

DR. BYERS was an Ohio

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